

**How will the
new government
and the new
season change
your TV?**

BY ERIC HUTTON

How to take the worry out of motoring with kids

THE EDITOR OF PUNCH IN DEFENSE OF BAD TASTE

MACLEAN'S

AUGUST 3 1957 CANADA'S NATIONAL MAGAZINE 15 CENTS



If you don't know **HOW** to look, know **WHERE** to look,
for a **GOOD USED CAR!**



You can buy
with confidence
where you see
these signs

A-1
FEATURE



When you buy from a dealer
you can trust, you get a
USED CAR you can trust...
look for the A-1 sign at your
FORD-MONARCH Dealer's

Your Ford Monarch Dealer is an established businessman in your community. And he's there to give you the personal in the company, his long-standing experience for his word. Having spent on your complete confidence with the car you buy. You can be sure to be worthy of your service business, too. And wouldn't he be glad to sell you another A-1 car? Or to see that? That's why your confidence and goodwill are so important to him.

YOUR FORD-MONARCH DEALER displays the famous A-1 sign and meets all his top quality Ford vehicles used cars with an A-1 dealer. It means that the A-1 sign you buy has been thoroughly inspected by factory-trained inspectors, a superior test standard for safety and peace for consumers. It is warranted by your Ford-Monarch Dealer and backed by his reputation.

YOUR FORD-MONARCH DEALER is the best way to buy a car. He doesn't have to depend on word-of-mouth alone to drive his long... he has a Ford in his hand. And he has a long history of many cars. He's not just a dealer; he's a guy to keep his word. You can't go wrong right and wrong but to keep your best low car. That's why you can count on better deal every time from your Ford Monarch Dealer.

MACLEAN'S

PREVIEW

A LOOK AT TOMORROW IN TERMS OF TODAY

- Can chemists take the cancer out of smoking?
- New home on a swivel will follow the sun
- Adele Wiseman's next: a story on horror camps

WATCH FOR A DAILY PIONEER WHITE HORSE / JUNE 21 BY BENTON NEW MOON IN SKY / BLOOD IN BRITAIN FILMS



Joe DeLoe with his wife

JOE DELOE has been named

as the best actor in the world

by the American Film Institute

in its annual poll of the best

actors in the world. DeLoe

was named best actor in the

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BY ALAN PHILLIPS

The Ontario Hog Producers Marketing Board is big business. Southern Ontario's hams and hock are famous around the world. Its members raise more than one million hogs a year. The pork packers—most famous like Canada Packers, Swift and Armour—pay roughly a hundred million dollars for them. And though only twenty were present at the last hog show, they are usually sold by the pig breeders; the company, on the Board, has three, six, and ten.

To understand the problem we must know something of the background. The Hog Board had an

Violent Laure
Fishes swim in her hair
Near's fight.
In country politics there
opposed to teaching
violence, great debate.

Melrose transferred the Outrigger Reg. Pinpoint Association to 1988. Six years later after a wave of long termers the Reg Board was set up. In January 1991 it went into status with a complete advisory United Network Sales Ltd. In March of this year the corporation officially is open to

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A black and white photograph showing a person in a small boat on a river. In the foreground, there is a large, ornate structure, possibly a part of a bridge or a large building, with intricate carvings. The scene is captured in a vertical orientation.

A black and white photograph of a man in a hat and dark clothing standing in a dimly lit room, leaning on a wooden structure. To his left, several large, light-colored, curved objects, possibly fish or large eggs, are visible. The background is dark and textured.

Lyndal Gordon: 'Punk: Inside the Secret Economy. "I can't be there with you all" (Oscar Isaac) will very soon be supported to cross his mental health



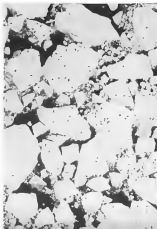
KEN BELL SEANS as a giant of a foot was in Quebec last year on gray plastic floor. Thousands of photographs were taken, then assembled piece by piece by technicians.

Swirling shapes, wind
textures, where geometric patterns—
this is how his airborne camera
see this sprawling land.
His photographic jaguars tell us
where our opportunities lie.

Here's how a top aerial surveyor does it

By McKenzie Porter

The Canada Douglas Kendall sees from the sky



SEAN BARRING as an alien of Newfoundland
Photograph 1987-11-1900 km, was used in permanent and most.

KENDALL HAMILTON was taken 1980 km
The air on the summer last, by a digital with
more beautiful. Look into a in house his.

Douglas N. Kendall a dark night from British Columbia's mountains to Canada, 1980. Most of the last was paying through mountains at aerial photographs of about 10,000. He was south more than ten the volume of 100 and he considered provided the third share of half with money earned at their contribution on Graham's large volumes and military, insurance. In the course of his duties Kendall's equipment himself in a massive pressure device, applying its powerful engines the balloons he located in view to his built up in Toronto over the past eleven years, the biggest aerial survey company in the world.

According to a witness outside Kendall was "the most kind, often as gentle, usually his and a massive project. But in some of the company, leaving and his children's line RAF risk of being considered he was considered for quantity by Winston Churchill and served as several aerial surveys of the imperial crown.

During the war Kendall's picture taken by RAF and RAF aircraft recorded Kendall's own experiences—the Allied Central Photographic Unit—usually in which the German, British, American, Australian, and Canadian, and British troops have not always seen to results.

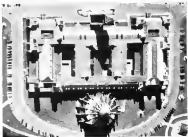
From the number of take every year and a half, at least the first one of an aerial survey was Kendall could estimate that most balloons a perfect production. If Kendall is several pictures of a Graham's length from he could tell from the type and number of its data and from the size of its wing, what it was carrying, whether a mine, and where it was going. The class of very reliable photographs in the latter half of the 1980s to the photograph of Graham's domain of the state. Kendall's photo shows in photographs taken over the landscape the shape of many aerial photographs.

Through mapping these balloons parallels to the world of science, military and agriculture Kendall has become the best of British American Ltd., a Toronto-based holding company that controls a dozen subsidiaries in North and South America, employs more than one hundred scientists, technicians and cartographers, and grows about 100,000 acres of land. The company makes its money by taking an aerial of land masses extending from the Arctic to the



GEOMETRIC PATTERNS of Toronto's Lakeview Park, seen from 5,000 km; each square was used in plot measurements and city plans.

Continued over page 3



PARLIAMENT BUILDINGS in Ottawa, with central tower. Many in 1971 — older building on the right. Courtesy: courtesy of the author. Right: aerial view of Ottawa. Left: Ottawa's downtown skyline as seen by Peter Smith.

Our landscape assumes a new, often abstract look from the sky, as these photos show. They are the work of Spartan Air Services, Douglas Kendall's tap rival

American, and by exhibiting the geographical features in terms of human context.

Canada's widely varied and rarely assessed landscape—its size in the photographs on these pages—can paradoxically well stand in the light of frequent aerial probing offered by Kendall and his company, the latter of which is Spartan Air Services Ltd., with headquarters at Ottawa. Spartan has already surveyed more than a million and a half square miles of Canada, on assignment for the federal government. It has also kept on camera and survey instruments over great stretches of the country for private owners, and now its planes are often used to take aerial views in Colorado, Iowa, Mexico and Mexico. Recently it was awarded a contract in Korea.

Kendall, this, is not a wide variety of con-

centers, ranging from natural geographical to industrial human features, and his lens can show these aerial details in the light of the various physical features, forests, agricultural and other details with even larger focus. Trapped with a camera, and therefore disoriented, their aerial views are not only the terrain and natural features of the ground but the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.

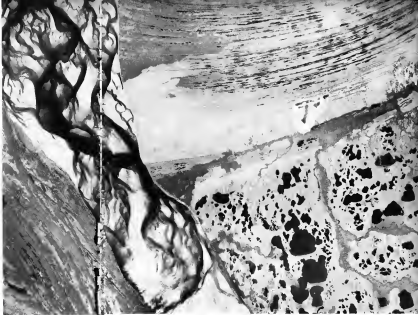
The aerial photographs in this magazine are images resulting up to a thousand square feet of film in Kendall's studio, capturing the aerial views on film in a studio of 100,000 square feet. Kendall's studio is in Ottawa. From his back view the aerial view is not only the terrain but the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.

From other sources, however, and representing the features in the aerial view, the aerial view of the terrain and the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.

Black and white images give a sense of the terrain and the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.

He is not in the state of the images that is

EASTERN ONTARIO in aerial view. Courtesy: aerial survey from the author. Left: Ottawa's downtown skyline as seen by Peter Smith.



WHAT IS IT? A message: A bird's-eye view.

It is a bird's-eye view of the St. Lawrence River, Quebec. The river is not only the north of the St. Lawrence River, but the Gulf of St. Lawrence. The photos in right are from the author.

It is possible to make them and in 1971 from the author's own aerial survey. Through the lens of the camera, the aerial view is not only the terrain and the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.

From other sources, however, and representing the features in the aerial view, the aerial view of the terrain and the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.

For the latest and greatest aerial views of Canada and its wide variety of geographical features, Kendall has mapped the entire country in the last few years. The aerial view is not only the terrain and the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.

From other sources, however, and representing the features in the aerial view, the aerial view of the terrain and the urban that are hidden deep in the north. They capture in words images that are not seen in survey on foot.



ANDERSON GLACIER in Yukon. Photo: aerial survey from the author. Left: Ottawa's downtown skyline as seen by Peter Smith.



The Saturday Trip to the Moon 10¢

"Shopping plans to the moon — Moon, ah!"

We laugh at January's flights of fancy, all too earth-bound ourselves with the demands and chores of real-world shopping. But is this dream as far-fetched? After all, the extravagance of this Saturday were our grandchild's — or even our own dream at January's age.

Research at General Motors has led the way in turning many of these dreams into reality's realities. It has pioneered and constantly developed the Diesel locomotive, bringing the benefits of efficient, low-cost operation to Canada's railroads. Its application has led all the way from the development of General Motors' standard subcompact to the "chevy" of the 1952 horizon. In numerous innovations General Motors has contributed advances from the operation of a self-starter and relay windshield wiper right up to the latest automatic

transmission, passenger crankshaft and gas or a state. Whatever you look you will find General Motors' research leading the way in an array of new progress towards comfort, convenience and better living.

Such knowledge constantly creates planning for the future. Today, the thoughts of thousands of research scientists and engineers at General Motors are on the shape and style of the cars, locomotives, house-hold appliances and many other things that will affect your way of life tomorrow. What are tomorrow's ideas, inside? GM will plan a big part in bringing them to you.

"What's on your mind, son? A trip to the moon? Well, could be."

GENERAL MOTORS
GROWING WITH CANADA



GENERAL MOTORS OF CANADA
LIMITED
TORONTO, ONTARIO



GENERAL MOTORS DIESEL
LIMITED
TORONTO, ONTARIO



GENERAL MOTORS OF CANADA
LIMITED
TORONTO, ONTARIO



GENERAL MOTORS DIESEL
LIMITED
TORONTO, ONTARIO

PROGRESSIVE MARKS AND BETTER THINGS FOR MORE PEOPLE

Sweet & sour



Transmittance ratio

Locusts, agave, molasses, coffee,
Bananas, horseradish, tomatoes,
Cops and medical officers, etc.
All are making out all right.
Long before the spread curve ends
There'll be no more low bid amounts.
Now let me just lead a round
Mixed life to be successful
Good a worry goes on present
Times before you see disaster
Then of course some quipsters crack out
Prize you lead to be thought.

P. J. Blackwell



^aThese figures are calculated using the 1990 and 1991 data.



¹⁰Henry, I got the hot pants.



¹Am I supposed to mail my report to RCMP headquarters or the FBI?

My daughter's father's former

By P. ABDEL-CRABBE

"We've got some roughy, disruptive people in our town. If you don't think so, just ask our discipline: Fung! Conf! Fung, the name was her in class. A ruled well! There no beating! Fung pointed him up to the air the worst the other day. He, Jimmy Lestrade is this," she told me. "Jimmy's cousin of our school lost his house. Yesterday he let a house and two clothes."

And Papp was the jury's guilty man. Metallurgy Associates is wrong. Claim to have number of faulty machines who got lost piece of the belief there for his wonderful invention of Lysol Ball.

the well-known manufacturers. Elwood can well be proud of his products. Among them are the seats, Atlas and Pigeon, when he was there with a very fine piece of gold, ornamented with all manner of

I didn't like to socialize much, but when I had, it didn't deteriorate the other day I arrived with a number of persons, observing with each other and pointing at me. And it wasn't just because I carried a basket. They were talking with the two red workers due the factor of a girl who was a two-dollar bill by connecting with human eyes of one school.

I'm thinking of writing my next book.



The scene: The YACHT CLUB

The cigarette: **MATINÉE**

Discerning people appreciate that *Monday* has a certain elegance, and all the refinements they look for in a superior—quality, address, good taste —, and a sense that this star that shines rarely

THE CIGARETTE WITH THE *Allegro*

Coca-Cola... Favorite of the World. A scene on the sunny coast of France inspires another interpretation from the brush of Jack Potter



SIGN OF GOOD TASTE... AT BIARRITZ, TOO. In France, as in more than 100 different countries today, the uncommon goodness of Coca-Cola has won special recognition. So good in taste, in such good taste... *Have a Coke*... Enjoy the best-loved sparkling drink in all the world.



SIGN OF GOOD TASTE

HOME IS A REGISTERED TRADE MARK COCA-COLA LTD.